

Figure 1

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	S1 Delta Period to Period Deliverable ASP ≥ 0	S2 Delta Period to Period Deliverable ASP < 0 & Flat or Growing	S3 Delta Period to Period Deliverable ASP < 0 & Declining
C1 Delta Period to Period Component ASP ≥ 0	Solution Value-Driven Zone	Component Value-Driven & Deliverable Price-Driven Zone	Component Value-Driven & Deliverable Share-Driven Zone
C2 Delta Period to Period Component ASP < 0 & Flat	Deliverable Value-Driven & Component Price-Driven Zone	Solution Price-Driven Zone	Component Price-Driven & Deliverable Share-Driven Zone
C3 Delta Period to Period Component ASP < 0 & Declining	Deliverable Value-Driven & Component Share-Driven Zone	Deliverable Price-Driven & Component Share-Driven Zone	Solution Share-Driven Zone

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Figure 2

	S1 Delta Period to Period Deliverable ASP ≥ 0	S2 Delta Period to Period Deliverable ASP < 0 & Flat	S3 Delta Period to Period Deliverable ASP < 0 & Declining
C1 Delta Period to Period Component ASP ≥ 0	Solution Value-Driven Zone Significant Value Proposition - Profit Likely and Primarily Value Dependent	Component Value-Driven & Deliverable Price-Driven Zone Component Value Proposition - Profit Possible	Component Value-Driven & Deliverable Share-Driven Zone Low Deliverable Value Proposition - Profit Limited
C2 Delta Period to Period Component ASP < 0 & Flat	Deliverable Value-Driven & Component Price-Driven Zone Deliverable Value Proposition - Profit Possible	Solution Price-Driven Zone Value Proposition not Significant - Profit Primarily Cost Dependent	Component Price-Driven & Deliverable Share-Driven Zone No Deliverable Value Proposition - Profit Difficult
C1 Delta Period to Period Component ASP < 0 & Declining	Deliverable Value-Driven & Component Share-Driven Zone Low Component Value Proposition - Profit Limited	Deliverable Price-Driven & Component Share-Driven Zone No Component Value Proposition - Profit Difficult	Solution Share-Driven Zone No Value Proposition - Profit Unlikely

Figure 3

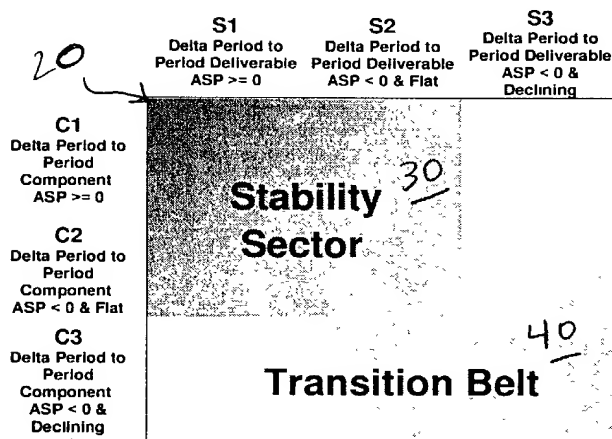


Figure 4

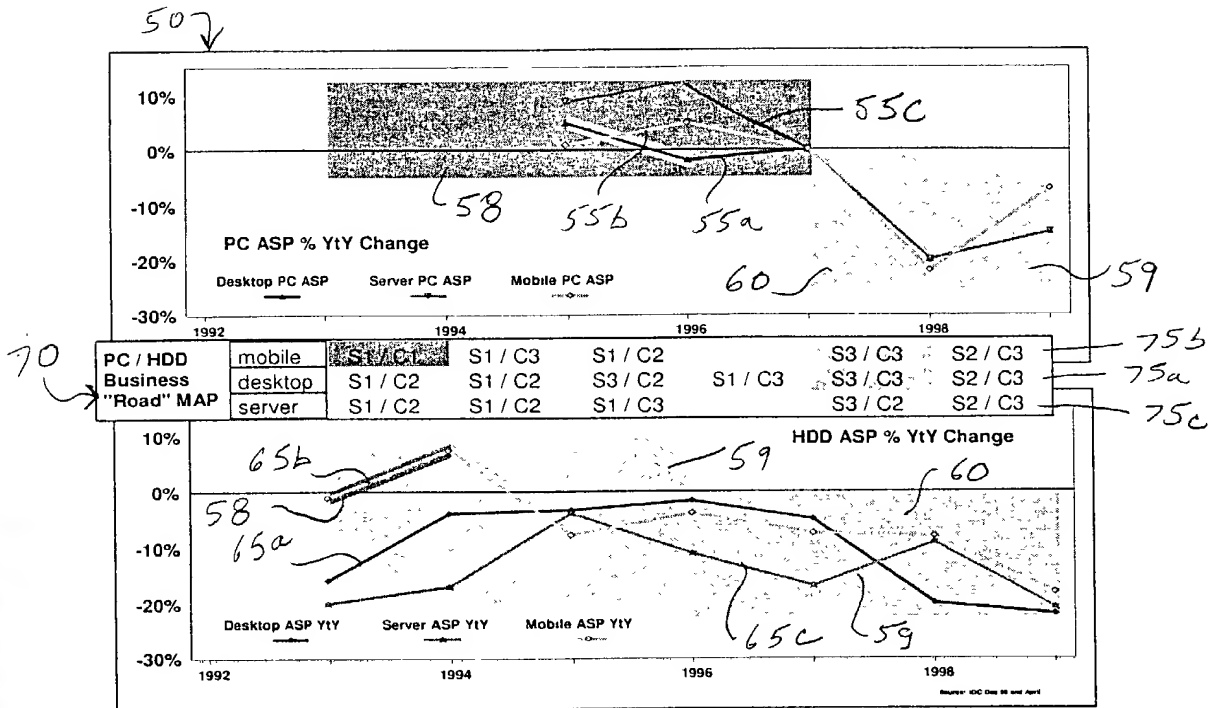


Figure 5

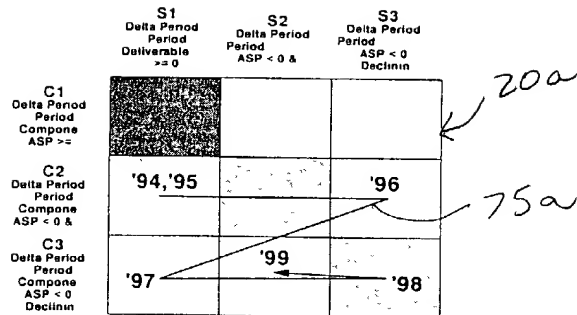


Figure 6(a)

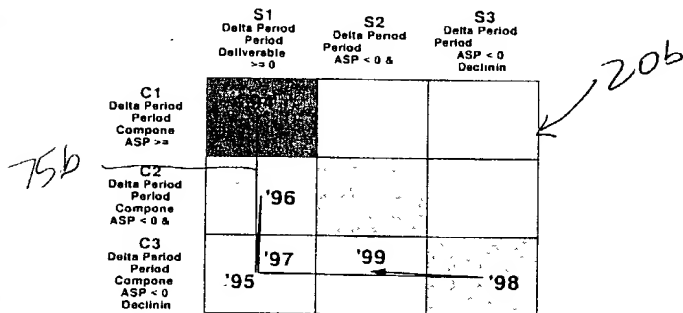


Figure 6(b)

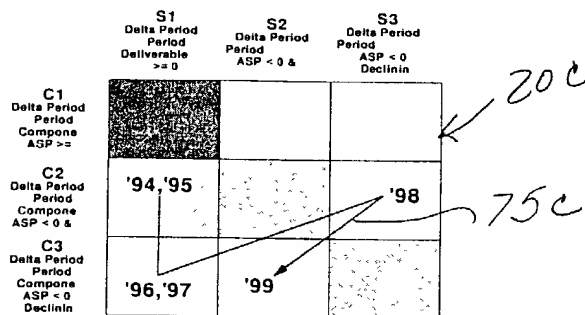


Figure 6(b)

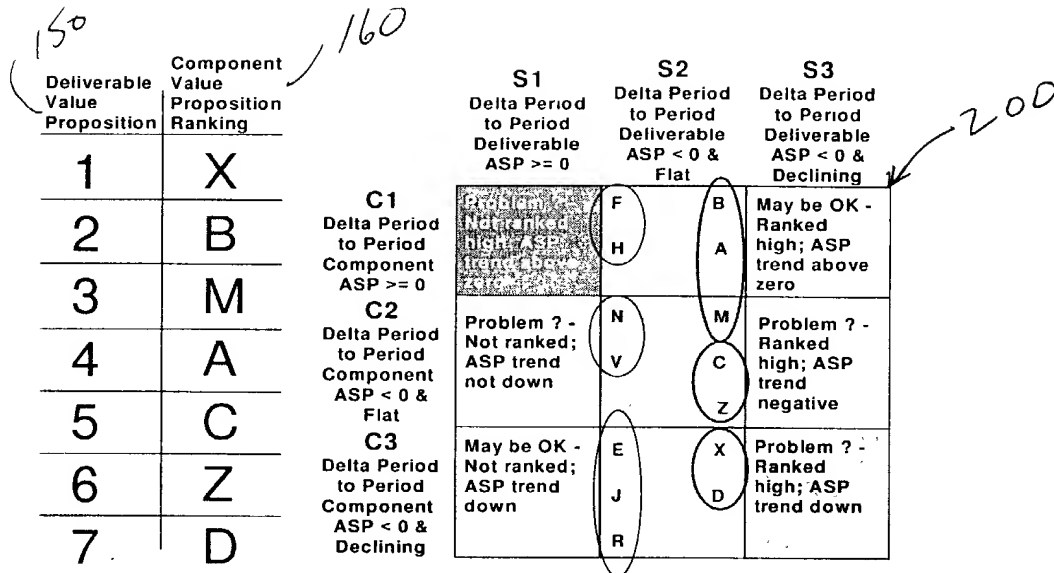


Figure 10

- Identify a customer value proposition (ex. broadband to the home)
- Analyze the Deliverable providers most likely to benefit and rank order them
- Assess the component supplier's existing relationship or relationship potential
- Assess participation outlook and create action plan to enhance value proposition / cost

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Deliverable Ranking	Establish Value Proposition	Competitive Supply	Position to Deliver Future Value	No Relationship	Action Plan
Deliverable				X	
Deliverable		X			
Deliverable	X				
Deliverable Provider	X				
Deliverable			X		
Deliverable			X		
Deliverable				X	

Figure 11

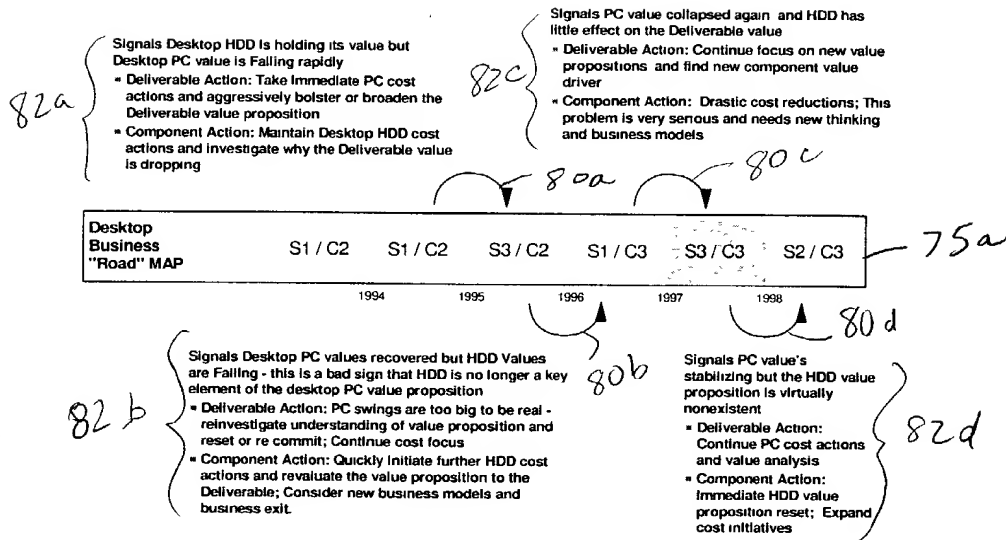


Figure 7(a)

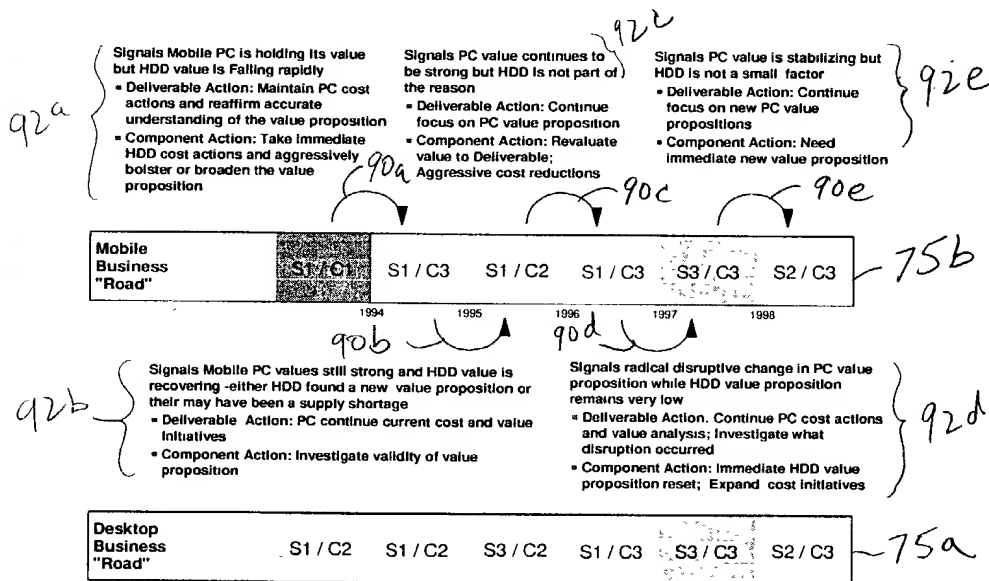


Figure 7(b)

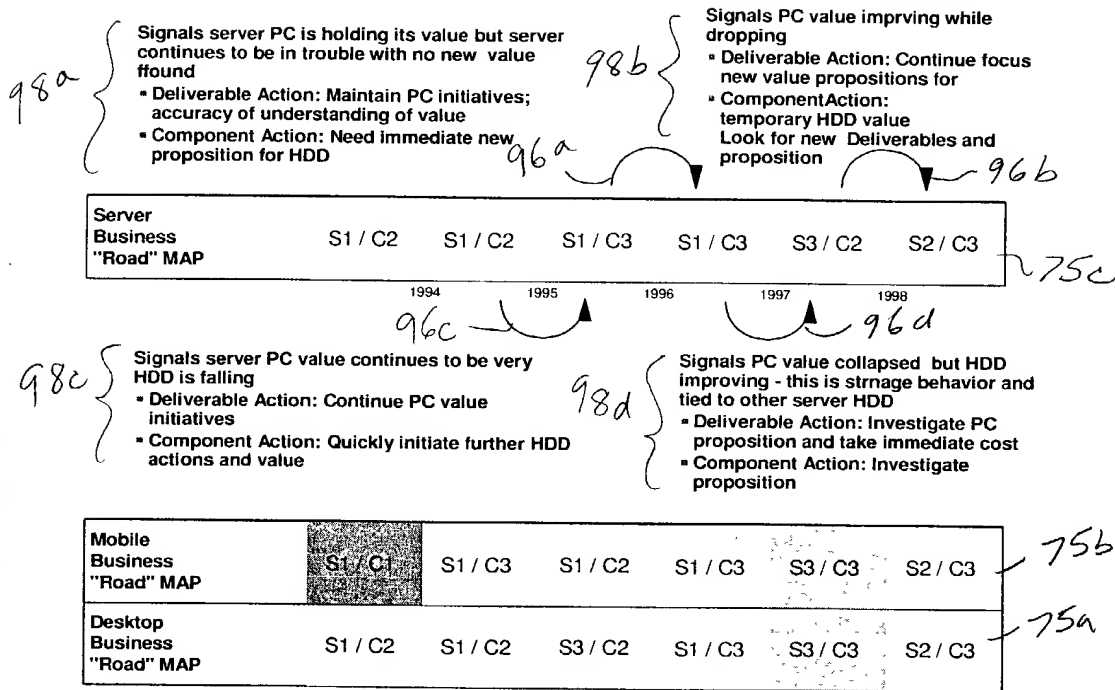


Figure 7(c)

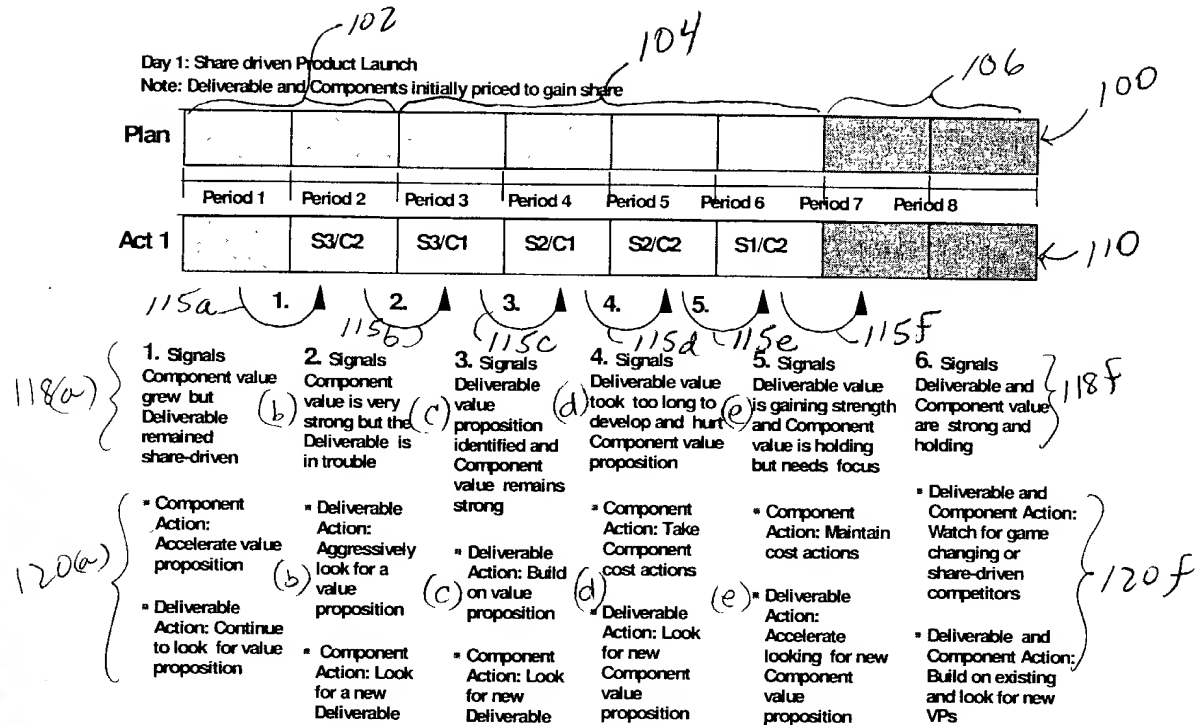


Figure 8

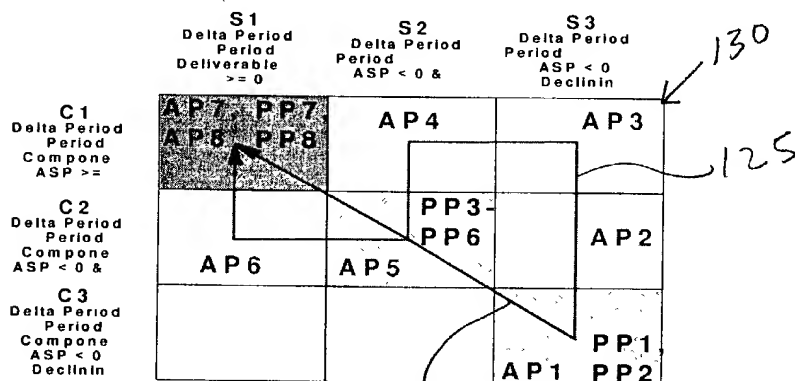


Figure 9